

RECEIVED
CENTRAL FAX CENTER
AUG 27 2007

IMPORTANT CONFIDENTIALITY NOTICE

The documents accompanying this telecopy transmission contain confidential information belonging to the sender which is legally protected. The information is intended only for the use of the individual or entity named below. If you are not the intended recipient, you are hereby notified that any disclosure, copying, distribution or the taking of any action in reliance on the contents of this telecopied information is strictly prohibited. If you have received this telecopy in error, please immediately notify us by telephone (collect) to arrange for return of the telecopied document to us.

TO: John W. Van Bramer, Art Unit 3622 - United States Patent and Trademark Office

Fax No. 571-273-8300

Phone No. 571-272-8198

FROM: Diane Robinson (Typed or printed name of person signing Certificate)

Fax No. 513-634-6108

Phone No. 513-634-2477

Application No.: 09/874,853

Inventor(s): Larry James Hughes

Filed: June 5, 2001

Docket No.: 8552

Confirmation No.: 5078

FACSIMILE TRANSMITTAL SHEET AND
CERTIFICATE OF TRANSMISSION UNDER 37 C.F.R. §1.8

I hereby certify that this correspondence is being facsimile transmitted to the United States Patent and Trademark Office on August 27, 2007, to the above-identified facsimile number.

Diane Robinson (Signature)

Listed below are the item(s) being submitted with this Certificate of Transmission:**

- 1) Amendment After Non-Final Office Action Under 37 CFR 1.111 (5 Pages)

Number of Pages Including this Page: 6

Comments:

****Note:** Each paper must have its own certificate of transmission, OR this certificate must identify each submitted paper.

RECEIVED
CENTRAL FAX CENTER
AUG 27 2007

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Application No. : 09/874,853
Inventor(s) : Larry James Hughes
Filed : June 5, 2001
Art Unit : 3622
Examiner : John W. Van Bramer
Docket No. : 8552
Confirmation No. : 5078
Customer No. : 27752
Title : In-Channel Marketing and Product Testing System

AMENDMENT AFTER NON-FINAL OFFICE ACTION UNDER 37 CFR §1.111

Mail Stop Amendment
Commissioner for Patents
P. O. Box 1450
Alexandria, VA 22313-1450

INTRODUCTORY REMARKS

In response to the Office Action of July 17, 2007, please amend the above-identified application as follows and consider the following remarks and reconsider the application. Please amend the above-identified application as follows:

Amendments to the Claims begin on page 2 of this paper.

Remarks begin on page 5 of this paper.